



MIAMI BEACH

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PRESS RELEASE

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New Website Focuses Exclusively on MiMo Architecture

-- Thanks to State of Florida Grant for Historic Preservation & Cultural Tourism --

Miami Beach, FL -- Miami Beach's economic success, today, is attributed to its historic preservation efforts. While the Art Deco architecture is synonymous with Miami Beach's South Beach, Miami Modernism (MiMo) is to North Beach.

To introduce this historic modern architecture collection to the public, the City of Miami Beach just launched a new website (www.MiMoOnTheBeach.com) and produced a new brochure. Design elements include the unique MiMo architectural features like acute angles, delta wings, sweeping curved walls and soaring pylons. The website and the companion brochure educate the public about the significance of the Miami Modern style of architecture and promote tourism.

"The international exposure afforded by the website should help to bring tourists and potential investment to North Beach," said Miami Beach Assistant Director of Planning William Cary. "This is not unlike the process of education and publicity about Deco architecture that took place in South Beach many years ago."

There are four historic districts featured in this material: Morris Lapidus' Mid-20th Century District North Beach Resort District North Shore National Register District and Normandy Isles National Register District.

Miami Beach visitors can receive the brochure through hotels and visitor information centers. While the brochure contains a brief summary of MiMo and the four historic districts, its main function is to encourage people to visit the website where they can find a plethora of information and photographs including self-guided walking tours that they can download to explore the MiMo districts while visiting Miami Beach. There is also

contact information about the monthly guided walking tour jointly sponsored by MDPL and NBDC.

The projects were funded through a State of Florida Historic Preservation, Community Education Grant of \$9,200 to research, design, and produce a website (www.MiMoOnTheBeach.com) and brochure for historic preservation and community education.

This project was directed by the Planning Department with assistance from the Office of Communications and the Information Technology Department. Graphic design and website development were provided by an outside consultant. The total cash outlay by the City of Miami Beach was \$2,543.

For more information on MiMo on the Beach, contact Joyce Meyers at 305.673.7000, ext. 6167, or email at joycemeyers@miamibeachfl.gov or visit www.MiMoOnTheBeach.com.

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